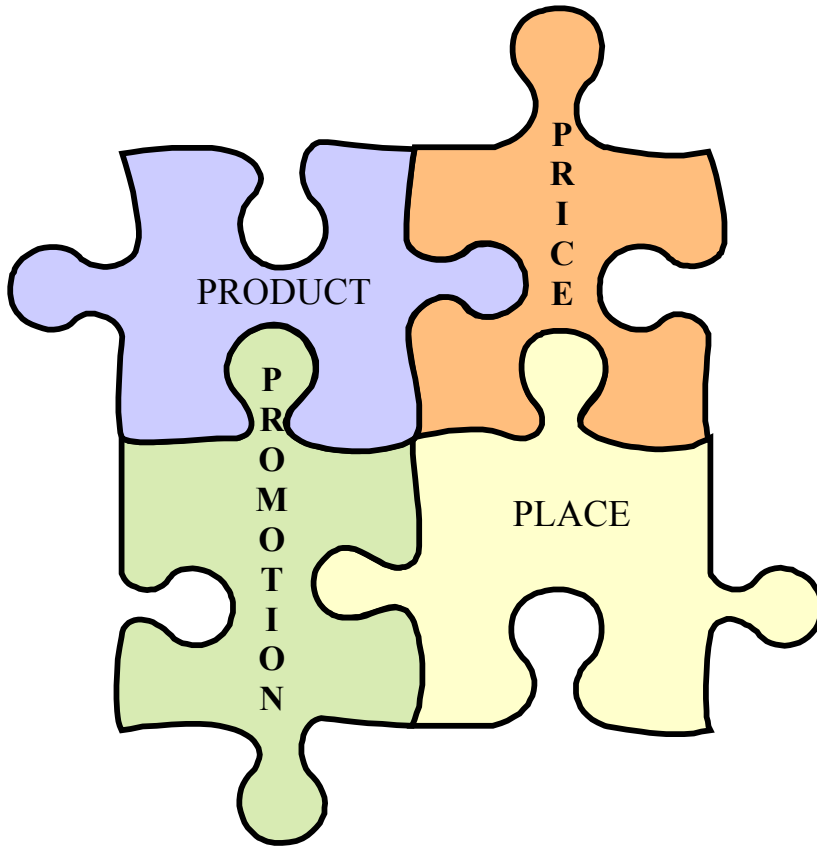


MARKETING PROJECT

“THE MARKETING MIX”



ASSIGNMENT:

- Create a representation of the 4 major categories that make up the marketing mix or the “4Ps.”

REQUIREMENTS:

- You must have the definition of marketing and the definition of the marketing mix (both from your notes) featured on your project.
- The project must show that the 4 Ps are interconnected (use a figure like the puzzle pieces above).
- Find examples of each of the four P's using the internet (copy and paste). You can also use magazines and newspapers (scan or take a picture of the item)
- Each category must have at least 2 examples with descriptions that explain why each picture illustrates the specific element of the marketing mix.
- The same example can not be used twice (for example, a coupon could be an example of price or promotion but could only be used in one area—not both).
- Examples must be different in each category—the Georgia Dome and Phillips Arena are basically the same thing or idea—need DIFFERENT examples for credit.
- You may not use any of the illustrations from the example that follows
- Examples must be appropriate for a high school student (products should be rated G!)

GRADING:

Each correct example with explanation:

10 points (8 examples worth 10 points each= 80 points total)

Definitions/figures:

15 points (5 points each)

Creativity and neatness:

5 points

TOTAL:

100 POINTS

Provided by: Dr. Jacqueline Huffman